

Message Text

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PAGE 01 BUDAPE 02230 071425Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 COME-00 PA-01 PRS-01 INR-07
/029 W

-----087045 071455Z /43

R 071315Z JUL 77
FM AMEMBASSY BUDAPEST
TO USIA WASHDC
INFO SECSTATE WASHDC 8868
AMEMBASSY VIENNA

LIMITED OFFICIAL USE BUDAPEST 2230

VIENNA FOR REX

E.O. 11652: N/A
SUBJECT: "REFLECTIONS" EXHIBIT IN BUDAPEST, JUNE 3-26, 1977

REF: USIA 28505

1. THE FIRST MAJOR AMERICAN SOLO EXHIBIT IN THE HISTORY OF THE POST, "REFLECTIONS: IMAGES OF AMERICA", WAS SHOWN WITH GREAT SUCCESS FROM JUNE 3 TO JUNE 26 AT BUDAPEST'S MOST PRESTIGIOUS MUSEUM, THE MUCSARNOK. THE EXHIBIT WAS VERY WELL ATTENDED DESPITE THE PAUCITY OF LOCAL ADVERTISING AND PUBLICITY. OVER 27,000 PERSONS VIEWED THIS EXCELLENT PORTRAYAL OF THE AMERICAN PEOPLE. THOSE WHO LATER COMMENTED CAME AWAY IMPRESSED. COMMENTS PRAISING THE EXHIBIT'S SCOPE, ITS HIGH ARTISTIC LEVEL AND AESTHETIC VALUE, AS WELL AS THE INTIMATE QUALITY WHICH THE SPECIALLY DESIGNED WALLS AND CEILING PROVIDED, CAME FROM A VARIETY OF IMPORTANT HUNGARIANS. PERHAPS PROFESSOR LASZLO ORSZAGH OF THE HUNGARIAN ACADEMY OF SCIENCES BEST SUMMED UP THE IMPACT THE EXHIBIT HAD ON ITS VIEWERS WHEN HE RECENTLY SOUGHT OUT THE PAO IN ORDER TO CONGRATULATE HIM ON IT. HE SAID, "THAT WAS AN EXQUISITE SHOW. THE PHOTOGRAPHS QRE ALIVE AND VIVID, AND I COULD IDENTIFY WITH THEM

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BEAUTIFULLY. I LIKED IT SO MUCH I WENT THROUGH THE EXHIBIT TWICE."

2. WE BELIEVE THAT DESPITE THE LACK OF EXTENSIVE PUBLIC RECOGNITION, THE "REFLECTIONS" EXHIBIT HAS MADE AN IMPORTANT IMPACT ON MANY HUNGARIANS. WORD-OF-MOUTH ADVERTISING APPARENTLY WAS EXTREMELY EFFECTIVE,

AND EVEN SOME DAYS AFTER THE EXHIBIT'S CLOSE, ECHOES
OF ITS IMPACT CONTINUE TO BE HEARD. ONE EVIDENCE OF
EFFECTIVENESS FOOTNOTE: THE AMERICAN FLAG WHICH WAS
FLOWN AT THE MUSEUM WAS WITHER STOLEN OR OTHERWISE RE-
MOVED THREE DAYS BEFORE THE EXHIBIT'S CLOSE.

3. WE WISH TO EXPRESS OUR THANKS TO THE AGENCY,
ESPECIALLY ICS/EX AND VIENNA REX, FOR THEIR PROMPT AND
MOST EFFICIENT ASSISTANCE WITHOUT WHICH WE COULD NOT
HAVE BEGUN TO TACKLE THE MANY DETAILS CONNECTED WITH
STAGING THIS "FIRST TIME EVER" SOLO EXHIBIT IN BUDAPEST.
AND, OUR GRATITUDE TO THE VOA HUNGARIAN SERVICE FOR THE
FREQUENT, ATTRACTIVE PUBLICITY SPOTS AFFORDED THE EXHIBIT
DURING THEIR JUNE 1-20 BROADCASTS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ARTS, EXHIBITS, CULTURAL PRESENTATIONS
Control Number: n/a
Copy: SINGLE
Sent Date: 07-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BUDAPE02230
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Executive Order: N/A
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Film Number: D770241-0580
Format: TEL
From: BUDAPEST
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t19770784/aaaacvdo.tel
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Litigation History:
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Original Classification: LIMITED OFFICIAL USE
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Review Date: 30-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
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Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1942815
Secure: OPEN
Status: NATIVE
Subject: \"REFLECTIONS\" EXHIBIT IN BUDAPEST, JUNE 3-26, 1977
TAGS: SEDU, RO, US
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Type: TE
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